

ORDER



Orders
Order / Rev: 703774
Alt Order #: 06259595
Product Desc: JIM RENACCI/CONGRESS
Estimate: 2849
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Media & Advocacy Grp/ POI
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Jim Renacci for Congress
Demographic: A35-64
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	39	\$37,850.00	\$32,172.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$37,850.00	\$32,172.50	0.00
Totals	39	\$37,850.00	\$32,172.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/12/12	10/12/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,400.00		0.00			
2	WKYC	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			
3	WKYC	10/12/12	10/12/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$475.00		0.00			
4	WKYC	10/12/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$600.00		0.00			
5	WKYC	10/12/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$175.00		0.00			

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Advertiser: Jim Renacci for Congress
 Product Desc: JIM RENACCI/CONGRESS
 Estimate: 2849
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/12/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$650.00		0.00						
7	WKYC	10/12/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,000.00		0.00						
10	WKYC	10/15/12	10/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$475.00		0.00						
11	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$600.00		0.00						
12	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$175.00		0.00						
13	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$650.00		0.00						
14	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,000.00		0.00						
15	WKYC	10/15/12	10/15/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,400.00		0.00						
16	WKYC	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$1,600.00		0.00						
17	WKYC	10/14/12	10/14/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$2,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	10/08/12-10/14/12		Sun 11-1135p	11-1135p		-----Su	:30		(\$2,400.00)		0.00	NM		
See MG 17.2															
[Prgm Change]															
2	WKYC	10/14/12-10/14/12		Post NFL News	Various		-----Su	:30		\$2,400.00		0.00	NM		
Ⓜ MG for 17.1 10/14															
18	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,400.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,400.00		0.00						
19	WKYC	10/11/12	10/11/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$1,200.00		0.00						
20	WKYC	10/11/12	10/11/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	---T---	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$475.00		0.00						
21	WKYC	10/11/12	10/11/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$600.00		0.00						
22	WKYC	10/11/12	10/11/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$175.00		0.00						
23	WKYC	10/11/12	10/11/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$650.00		0.00						
24	WKYC	10/11/12	10/11/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$1,000.00		0.00						
25	WKYC	10/11/12	10/11/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$2,400.00		0.00						
26	WKYC	10/16/12	10/16/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$2,400.00		0.00						
27	WKYC	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,200.00		0.00						
28	WKYC	10/16/12	10/16/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-T-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$475.00		0.00						
29	WKYC	10/16/12	10/16/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$600.00		0.00						
30	WKYC	10/16/12	10/16/12		CM	430a-5a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430a-5a 430a News CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$175.00		0.00						
31	WKYC	10/16/12	10/16/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS Start Date: 10/15/12 End Date: 10/21/12 Weekdays: -T----- Spots/Week: 1 Rate: \$650.00 Rating: 0.00															
32	WKYC	10/16/12	10/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL Start Date: 10/15/12 End Date: 10/21/12 Weekdays: -T----- Spots/Week: 1 Rate: \$1,000.00 Rating: 0.00															
33	WKYC	10/10/12	10/10/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NWS AT 11 Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$2,400.00 Rating: 0.00															
34	WKYC	10/10/12	10/10/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONITE SHW-NBC< Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$1,200.00 Rating: 0.00															
35	WKYC	10/10/12	10/10/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
J FALLON-NBC< Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$475.00 Rating: 0.00															
36	WKYC	10/10/12	10/10/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$600.00 Rating: 0.00															
37	WKYC	10/10/12	10/10/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A< Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$175.00 Rating: 0.00															
38	WKYC	10/10/12	10/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
CH3 NEWS SUNRS Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$650.00 Rating: 0.00															
39	WKYC	10/10/12	10/10/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --W---- Spots/Week: 1 Rate: \$1,000.00 Rating: 0.00															
41	WKYC	10/14/12	10/14/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Start Date: 10/08/12 End Date: 10/14/12 Weekdays: -----S Spots/Week: 1 Rate: \$650.00 Rating: 0.00															
42	WKYC	10/10/12	10/12/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Start Date: 10/08/12 End Date: 10/14/12 Weekdays: --WTF-- Spots/Week: 1 Rate: \$500.00 Rating: 0.00															
													Totals	39	\$37,850.00